

***Amendments to the Claims***

The listing of claims will replace all prior versions, and listings of claims in the application.

1-11. (Cancelled)

12. (New) A method comprising:

registering a first site and at least one second site with an information utility;

storing site-specific information for the first site and the at least one second site at the information utility;

receiving a request from the first site at the information utility;

transforming the request from the first site into a format compatible with a preferred one of the at least one second site using the information utility; and

transmitting the transformed request to the preferred one of the at least one second site,

wherein relationship between the first site and the preferred one of the at least one second site is anonymous.

13. (New) The method of claim 12, further comprising:

determining a preferred one of the at least one second site using the information utility.

14. (New) The method of claim 12, wherein the transforming comprises:  
transforming the request from the first site into a first format compatible with the information utility; and  
transforming the first format compatible with the information utility into a second format compatible with the preferred one of the at least one second site.

15. (New) The method of claim 12, further comprising:  
determining whether the request from the first site contains an attached cookie.

16. (New) The method of claim 15, further comprising:  
determining a preferred one of the at least one second site using the information utility based on a preferred site identifier in the attached cookie.

17. (New) The method of claim 12, wherein the site-specific information comprises a site identifier and an identifier for each of a plurality of objects or sets of objects on the site.

18. (New) The method of claim 12, further comprising:  
generating an embedded reference image; and  
displaying the embedded reference image on the first site.

19. (New) The method of claim 18, further comprising:  
dynamically generating the embedded reference image.
20. (New) The method of claim 12, further comprising:  
generating an embedded reference image; and  
displaying the embedded reference image on the preferred one of the at  
least one second site.
21. (New) The method of claim 12, wherein the first site and the at least one  
second site are content or merchant sites.
22. (New) The method of claim 21, wherein the first site is a content site and  
the at least one second site is a merchant site.
23. (New) The method of claim 22, further comprising:  
assigning a content identifier to the content site;  
assigning a merchant identifier to the merchant site;  
assigning a content object identifier to a content item on the content site;  
assigning a merchant product identifier to a merchant product on the  
merchant site;  
mapping the content object identifier with the corresponding merchant  
product identifier; and  
storing the mapping in the information utility.

24. (New) A computer readable medium having computer program code recorded thereon, that when executed by a processor, causes the processor to:

- register a first site and at least one second site with an information utility;
- store site-specific information for the first site and the at least one second site at the information utility;
- receive a request from the first site at the information utility;
- transform the request from the first site into a format compatible with a preferred one of the at least one second site using the information utility; and
- transmit the transformed request to the preferred one of the at least one second site,

wherein relationship between the first site and the preferred one of the at least one second site is anonymous.

25. (New) A computer program product comprising a computer useable medium having computer executable instructions recorded thereon comprising:

- instructions to register a first site and at least one second site with an information utility;
- instructions to store site-specific information for the first site and the at least one second site at the information utility;
- instructions to receive a request from the first site at the information utility;

instructions to transform the request from the first site into a format compatible with a preferred one of the at least one second site using the information utility; and

instructions to transmit the transformed request to the preferred one of the at least one second site,

wherein relationship between the first site and the preferred one of the at least one second site is anonymous.